

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1-15 (Canceled)

16. (Previously Presented) A method for displaying documents responsive to a received concept comprising:

- determining one or more concepts close in meaning to the received concept;
- identifying one or more documents related to the received concept or one or more concepts close in meaning to the received concept; and
- transmitting for display the one or more documents based on an order, the order corresponding to the relationship between monetary values determined for each of the one or more documents identified as related to the received concept or the concepts close in meaning to the received concept.

17. (Previously Presented) The method of claim 16 wherein the order is additionally based on a predicted relevance of the one or more documents to the received concept.

18. (Previously Presented) The method of claim 16 wherein the order is additionally based on a descending predicted relevance of the one or more documents to the received concept.

19. (Previously Presented) The method of claim 16 wherein the monetary values are prices associated with viewings of the one or more documents.

20. (Previously Presented) The method of claim 16 wherein the order is additionally based on a semantic distance from the one or more documents to the received concept in semantic space.

21. (Previously Presented) The method of claim 16 wherein the order is additionally based on a degree of closeness in meaning of the one or more documents to the received concept.

22. (Previously Presented) The method of claim 16 wherein the order is additionally based on a degree of closeness in context of the one or more documents to the received concept.

23. (Previously Presented) A method for displaying advertisements related to a received concept comprising:

determining one or more concepts close in meaning to the received concept;

identifying one or more advertisements related to the received concept or one or more concepts close in meaning to the received concept; and

transmitting for display the one or more advertisements based on an order, the order corresponding to the relationship between monetary values determined for each of the one or more advertisements identified as related to the received concept or the concepts close in meaning to the received concept.

24. (Previously Presented) The method of claim 23 wherein the order is additionally based on a predicted relevance of the one or more advertisements to the received concept.

25. (Previously Presented) The method of claim 23 wherein the order is additionally based on a descending predicted relevance of the one or more advertisements to the received concept.

26. (Previously Presented) The method of claim 23 wherein the monetary values are prices associated with viewings of the one or more advertisements.

27. (Previously Presented) The method of claim 23 wherein the order is additionally based on a semantic distance from the one or more advertisements to the received concept in semantic space.

28. (Previously Presented) The method of claim 23 wherein the order is additionally based on a degree of closeness in meaning of the one or more advertisements to the received concept.

29. (Previously Presented) A method of generating a result relative to a search request comprising:

- maintaining a target data set comprising a plurality of target data elements associated with one or more concepts;
- receiving at least one concept for a search request;
- identifying one or more target data elements close in meaning to the at least one concept;
- transmitting for display information from the one or more target data elements identified based on an order, the order corresponding to a relationship between monetary values determined for each of the one or more target data elements relative to the at least one concept.

30. (Previously Presented) The method of claim 29 wherein the order is additionally based on a predicted relevance of the one or more target data elements to the received concept.

31. (Previously Presented) The method of claim 29 wherein the order is additionally based on a descending predicted relevance of the one or more target data elements to the received concept.

32. (Previously Presented) The method of claim 29 wherein the monetary values are prices associated with viewings of the one or more target data elements.

33. (Previously Presented) The method of claim 29 wherein the order is additionally based on a semantic distance from the one or more target data elements to the received concept in semantic space.

34. (Previously Presented) The method of claim 29 wherein the order is additionally based on a degree of closeness in meaning of the one or more target data elements to the received concept.

35. (Previously Presented) A method for generating a result related to a search request comprising:

- maintaining a target data set of elements;
- assigning a base monetary value to the elements in the target data set;
- receiving a concept from which to generate a result;

relating the concept to elements in the target data set that are close in meaning to the concept; and

transmitting for display information from the target data elements identified based on an order, the order corresponding to a relationship between monetary values determined for each of the target data elements relative to the concept.

36. (Previously Presented) The method of claim 35 wherein the order is additionally based on a predicted relevance of the target data elements to the received concept.

37. (Previously Presented) The method of claim 35 wherein the order is additionally based on a descending predicted relevance of the target data elements to the received concept.

38. (Previously Presented) The method of claim 35 wherein the monetary values are prices associated with viewings of the target data elements.

39. (Previously Presented) The method of claim 35 wherein the order is additionally based on a semantic distance from the target data elements to the received concept in semantic space.

40. (Previously Presented) The method of claim 35 wherein the order is additionally based on a degree of closeness in meaning of the target data elements to the received concept.

41. (Previously Presented) A method for displaying documents responsive to a received concept comprising:

- associating one or more documents with one or more concepts;
- receiving a concept;
- determining one or more concepts close in meaning to the received concept;
- identifying one or more documents associated with the one or more concepts close in meaning to the received concept, wherein the association of documents with concepts is based in part on a monetary value; and
- transmitting for display the one or more documents associated with the one or more concepts close in meaning to the received concept.

42. (Previously Presented) The method of claim 41 wherein one or more of the documents comprises an advertisement.

43. (Previously Presented) The method of claim 41 wherein the concept is received through a search request input by a user.

44. (Canceled)

45. (Previously Presented) A method for displaying documents responsive to a search input comprising:

- associating one or more documents with one or more concepts;
- receiving a search input including at least one concept;
- determining one or more concepts close in meaning to the concept in the search input;
- identifying one or more documents associated with the one or more concepts close in meaning to concept in the search input, wherein the association of documents with concepts is based in part on a monetary value; and
- transmitting for display the one or more documents associated with the one or more concepts close in meaning to the concept in the search input.

46. (Previously Presented) The method of claim 45 wherein one or more of the documents comprises an advertisement.

47. (Previously Presented) The method of claim 45 wherein the concept is received through a search request input by a user.

48. – 54. (Cancelled)

55. (Previously Presented) A method of generating a search result in response to a search request comprising:

- organizing concepts according to their meaning into a lexicon of predefined known relationships between the concepts, said lexicon defining elements of a semantic space;

receiving the search request and associating said search request with a first set of concepts from said lexicon;

relating the search request to a larger set of search terms, wherein terms in the larger set of search terms are close in meaning to the search request based on semantic relationships defined by the lexicon;

searching a target data set for elements close in meaning to the larger set of search terms based on the semantic relationships;

assigning a monetary value to the elements in the target data set, and ordering matched target data elements from the target data set in accordance with closeness in meaning between the search request and the larger set of search terms; and

transmitting for display the one or more elements close in meaning to the larger set of search terms.

56. (Previously Presented) The method of claim 55 wherein the monetary value is based on the closeness in meaning.